Commericializing Fashion Goods in the Digital Age

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Abstract : The internet has fundamentally revolutionized access to data and ushered new ways of creating and accessing information for commercializing products. Digital media such as computer programs, software, apps, websites, and social media have allowed the proliferation of information and ideas to grow exponentially. In recent years, a new wave of innovative e-commerce formats has begun to emerge in the fashion marketplace, responding to the ever-greater need for transparency and connectivity. For example, many fashion wholesalers and retailers have modified their operations using software systems that enable brands to cost, track, and analyze products and client orders, sales tools that connect buyers and brands to create a more dynamic market-place, as well as retailer-end apps designed to drive traffic back to brick-and-mortar stores. In this paper, we review the recently developed tools and applications of commercializing fashion, and present results of several field studies and interviews with fashion producers and buyers.